# GOVERNMENT OF INDIA
# AGRICULTURE
# LOK SABHA

UNSTARRED QUESTION NO:3519
ANSWERED ON:07.04.2003
COCONUT WATER
P.C. THOMAS

**Will the Minister of AGRICULTURE be pleased to state:**

(a) whether the Government propose to take steps to market coconut water as a soft drink; and

(b) if so, the details thereof?

## Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI HUKUMDEO NARAYAN YADAV)

(a)&(b): Coconut Development Board in collaboration with Defence Food Research Laboratory, Mysore has developed technology for packing and preserving Tender Coconut Water. This technology has been transferred to 7 entrepreneurs. Three companies have launched their branded products. One of them is marketing packed tender coconut water commercially all over the country. Besides, the Board has provided financial assistance for 18 mobile carts in different States as part of marketing promotion activities. 31 kiosks have also been sanctioned under the Technology Mission on Coconut for promoting coconut products including tender coconut. The Board is promoting tender coconut water as natural health drink through print and electronic media. The Board has participated and organized market promotional activities for tender coconut water through state level, national and international level trade fairs, exhibitions and food expos. As a result of these efforts, the demand for tender coconut water is growing in northern part of the country.